



Events like the Polar Plunge are excellent opportunities for Areas to raise money to run their program. Some Areas are even able to raise their annual budget by participating in one event. The best part is that the event is planned and organized by SOVA staff so it should be less work than a fundraising event run by local volunteers. In order to be successful there are a few key steps:

1. **Organize.** Someone needs to be the designated cheerleader and team captain behind your Plunge efforts. This person recruits plungers and makes sure that everyone plunging maximizes their fundraising opportunities. They also set up the team on Classy, the online fundraising portal, and may choose to organize costumes for the virtual costume contest. In some Areas, this person is the Area Coordinator or Fundraising Chair, but it can also be a good opportunity to ask a volunteer to take on an annual project.
2. **Recruit.** Ask plungers who have plunged before for the Area to find a friend and do it again! Brainstorm about new groups of people who would not have plunged before and are not already involved in Special Olympics Virginia.
3. **Online.** More than 65% of the funds raised for Plunge happen online, and this will be higher than ever this season! You can reach people via email and online fundraising that you would never be able to ask in person.

#### **Online Fundraising:**

1. Go to [polarplunge.com](http://polarplunge.com) to register for the Plunge. The Team Captain will need to set up his/her own fundraising page and a team fundraising page. **The team name must include "Area ##" in order to be credited to the Area.**
2. For groups that want to be separate from the Area team but still raise funds for the Area (such as when a local social group or service organization raises money for your Area), they still need to have the Area number in the team name. The Area number can be after their name (ex: Plunging Icicles Area ##). If you realize a group that you have recruited to raise money for your Area has not put the Area number in their team name they need to change it by January 31, 2021
3. Once the team is created, promote the team so that others do not set up a duplicate.
4. Note that when you are on a fundraising page, the totals include offline money entered upon receipt by Richmond office.

#### **Offline Fundraising:**

If you do not take advantage of online fundraising you can still designate your plunge efforts as Area by mailing them to the Richmond office or turning the money in to your Area Treasurer. The money must be received by the Richmond office or deposited into the Area account by January 15, 2021 and the deposit backup sent to Connie Johnson ([cjohnson@specialolympicsva.org](mailto:cjohnson@specialolympicsva.org)) to ensure you receive your incentives before Plunge week. You must identify the plunger or plungers on the Deposit Summary. Funds can continue to be turned in after Jan 15<sup>th</sup>, and any additional incentives you earn will be mailed after February 6<sup>th</sup>.



### **Plunger Recruitment:**

1. Area and Local programs are welcome to recruit NEW plungers for the event.
2. Plungers that have previously plunged for an Area or Local Program are also great people to recruit.
3. Plungers & teams that have previously plunged as general plungers are not eligible to be Area fundraisers unless they have become actively engaged (a coach or other area volunteer) with the Area/Local program.
4. Students/schools participating in the Cool School Penguin Plunge or as Champions Together teams at Plunge are not eligible to raise funds for Area/Local programs. This means schools not currently involved in Area training programs cannot raise funds for an Area/Local.
5. Areas/Locals who knowingly and willingly attempt to recruit previous general plungers may lose the privilege of using the Polar Plunge Winter Festival and regional plunges as a collaborative fundraising opportunity.

### **Allocation of Funds:**

Areas will receive 50% of funds raised by their plungers at Plunge. The remaining 50% will offset the costs incurred by the Chapter to run the event.

### **Need Assistance?**

Visit our online [FAQ](#) or the [Classy Support Center](#). Prefer talking to a human? Contact your Penguin Pen Pal Aliza Tekavec at [atekavec@specialolympicsva.org](mailto:atekavec@specialolympicsva.org), and she'll connect you with a staff member who can assist based on your geographic location!